



**STURM, RUGER & COMPANY, INC. ANNUAL MEETING OF
STOCKHOLDERS
Thursday, May 30, 2024
9:00 a.m. EDT**

RULES OF CONDUCT AND PROCEDURES

Welcome to our Meeting of Shareholders. It is our desire to conduct a fair and informative meeting. Kindly observe the following Rules of Conduct and Procedures.

1. Our Company's by-laws describe requirements for the meetings of our shareholders and the Chair of the meeting will conduct the meeting consistent with those requirements.
2. Because this is a meeting of our shareholders, only our shareholders are permitted to ask questions during the meeting. You need to have held stock as of the close of business on the record date in order to vote or submit questions while participating in the virtual meeting. To vote or submit questions, please login as a Shareholder by entering the 16-digit control number you received with your proxy materials. If you have voted your shares prior to the start of the meeting, your vote has been received by the Company's inspector of elections and there is no need to vote those shares during the meeting, unless you wish to revoke or change your vote.
3. We will strictly follow the Agenda as we conduct the meeting.
4. Shareholder questions are welcome, but conducting the business set out in the Agenda for the benefit of all shareholders will be paramount. The Company does not intend to address any questions that are, among other things:
 - irrelevant to the business of the Company or to the business of the meeting;
 - related to material non-public information of the Company;
 - related to personal grievances;
 - derogatory references to individuals or that are otherwise in bad taste;
 - repetitious statements already made by another shareholder;
 - in furtherance of the shareholder's personal or business interests; or
 - out of order or not otherwise suitable for the conduct of the meeting as determined by the Chair or Corporate Secretary in their reasonable judgment.
5. If there are any matters of individual concern to a shareholder and not of general concern to all shareholders, or if a question posed was not otherwise answered, such matters may be raised separately after the meeting by contacting our Investor Relations Department via e-mail at ir@ruger.com.
6. Recording of the meeting is prohibited unless specifically authorized in advance by the Company.

Thank you for your cooperation and for joining our meeting.